

Message Text

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ACTION EB-11

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FM AMEMBASSY KINGSTON

TO USDA/FAS WASHDC

INFO USDOC WASHDC

AMEMBASSY SANTO DOMINGO

SECSTATE WASHDC 3137

UNCLAS KINGSTON 3557

E.O. 11652: N/A

TAGS: BEXP, EAGR, JM

SUBJECT: USDA SPONSORED 1974 SALES TEAM

REF: BERNITZ-SLATER LETTER, SEPTEMBER 20, 1973

STATE FOR EB/CBA

SANTO DOMINGO FOR AGATT

FOR ALEXANDER BERNITZ

SUMMARY

U.S. INSTITUTIONAL FOOD SUPPLIES HOLD DOMINANT POSITION IN THE JAMAICAN MARKET. USDA MOUNTED TRADE MISSION IN 1974 DOES NOT APPEAR WARRANTED.

1. AMEMBASSY KINGSTON HAS DISCUSSED WITH AGATT FOUCHS PROPOSED 1974 USDA SUPPORTED INSTITUTIONAL FOODS MISSION. AGATT REQUESTED THAT WE PROVIDE USDA WITH INTERIM MARKET ANALYSIS BY CABLE. BERNITZ-SLATER LETTER DOES NOT INDICATE WHETHER COMMERCE AND STATE (EB/CBA) INFORMED ABOUT PROPOSED MISSION.

2. WE ARE NOT OPTIMISTIC THAT INSTITUTIONAL FOOD TRADE MISSION WOULD RESULT IN SIGNIFICANT INCREMENTAL
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SALES IN THE JAMAICAN MARKET. TELEPHONE SURVEY

SHOWS THAT APPROXIMATELY 80 PERCENT OF INSTITUTIONAL FOOD MARKET (HOTELS AND HOSPITALS) NOW HELD BY U.S. SUPPLIERS. WE BELIEVE USDA ASSISTED TRADE MISSION COULD PROVE EMBARRASSING SHOULD SOME PRESENT U.S. SUPPLIERS BE SUPPLANTED BY NEW SUPPLIERS DUE TO USDA PROMOTION. HOWEVER, INDIVIDUAL AMERICAN FIRMS MAY FIND PRIVATE EXPORT EFFORTS SUCCESSFUL.

3. NEGATIVE MARKET FACTORS ALSO INFLUENCING APPRAISAL INCLUDE IMPORT QUOTAS ON SEVERAL PRODUCTS, NON-COMPETITIVENESS OF SOME U.S. PRODUCTS (E.G. WITH AUSTRALIAN DRIED FRUIT), AND GOJ REQUIREMENT THAT DOMESTIC MARKET BE GIVEN FIRST OPPORTUNITY TO PROVIDE FRESH VEGETABLES USING THE AGRICULTURAL MARKETING CORPORATION

4. WITHOUT BENEFIT OF DETAILED MARKET RESEARCH, WE THINK PRODUCTS WHICH COULD MAKE NEW MARKET PENETRATIONS WOULD BE DIETETIC CANDY, PICKLES AND CHEESES OF ALL TYPES WHICH PRIVATE FIRMS MAY WISH, TO PROMOTE. BEEF AND LAMB ALREADY ARE IMPORTED BUT SOURCES STATE THAT OPPORTUNITIES MAY EXIST FOR ADDITIONAL SUPPLIERS. TWO DOMINANT JAMAICAN IMPORTING HOUSES FOR THE INSTITUTIONAL TRADE WE SUGGEST AS POTENTIAL LOCAL DISTRIBUTORS ARE GRACE KENNEDY AND COMPANY LTD., 64 HARBOUR STREET, KINGSTON AND BRANDON HOTEL SUPPLY LIMITED, 38A HARBOUR STREET, KINGSTON.

5. FALKNER-FOUCHS LETTER OF SEPTEMBER 28, 1973 WITH ATTACHED ANNOTATED LIST DESCRIBES LOCAL MARKET IN SLIGHTLY GREATER DETAIL. AGATT WILL PROVIDE USDA WITH COPY THIS MATERIAL. HEWITT

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